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CJ's Tires Launches New Website through Media Fusion Technologies

Boyertown, PA – (8-May-10) **CJ's Tires & Automotive**, a premier supplier of quality name-brand tires, custom wheels and complete automotive repair & inspection services in eastern Pennsylvania since 1971, recently launched a new website (www.cjtire.com) through **Media Fusion Technologies, Inc** (MFT) in order to further strengthen its philosophy of "Changing More Than Tires" among its customers and the community.

"At CJ's, striving to provide super service is our main priority, that's why developing a new website is so important," said Operations Manager, Greg Mynaugh. "We see it as another store front and we want to ensure that every time a customer visits us online, they receive the same high level of service and interaction."

CJ's Tire specializes in the sale and installation of a full range of passenger car, performance, and truck/SUV custom wheels and brand-name tires including Goodyear, Pirelli, BFGoodrich, Michelin, Yokohama, Toyo, Uniroyal, Riken, Eldorado, Team Dynamics and more. They also provide complete automotive service for both foreign and domestic vehicles. The company provides these services not only to the general public, but also has tailored programs setup for businesses and corporations including commercial discount pricing, credit and services.

Headquartered from its original location in Birdsboro, CJ's Tires has expanded to 11 locations total including Coventry, Kimberton, Leesport, Limerick, Lititz, Mechanicsburg, New Holland, Orwigsburg, West Chester and West Lawn.

The website was programmed by MFT in the Microsoft .NET framework using Microsoft SQL Server as the database platform. MFT took CJ's existing design, reformatted it and fused it into MFT's advanced programmatic solution including proprietary, comprehensive programming and search engine optimization techniques. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which allows the customer to control site content live time via web browser using MFT's proprietary Content Management System.

For additional information on CJ Tires, visit www.cjtire.com or call (610) 582-4266.

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